



Olfactory Experience Management for the Luxury Industry

BEAUTY AREA

OVERVIEW

The Master's course provides an **advanced and integrated understanding of the beauty Industry**, emphasizing experiential and multisensory approaches to branding. Students explore the creation of olfactory experiences through **fragrance labs, product development**, and **innovative packaging design**, learning how scent, texture, sound, and visual identity contribute to compelling brand narratives. The course also focuses on **experiential marketing, strategic branding**, and **business strategies**, teaching students to design immersive consumer journeys that combine digital strategies, event activations, sound design, and sensory storytelling. Alongside these modules, students develop skills in marketing strategy, brand management, corporate and intercultural communication, PR, and event management, as well as content creation for beauty publications using graphic design and virtual production tools. A strong professional dimension runs throughout the year: Industry projects give students the opportunity to **work on real briefs** from beauty companies, applying innovative marketing and branding strategies and delivering multisensory communication concepts **aligned with current market expectations**. Graduates emerge with a **complete skillset** spanning product expertise, marketing, business strategy, phygital communication, and sensory brand design, ready to contribute to global beauty corporations and creative agencies.

The course aims to meet the growing demand for professional figures as:

✔ BRAND MANAGER

✔ CX & CRM SPECIALIST

COURSE TYPE

Master Course

AFAM / 60 CFA equivalent
to 60 ECTS credits

Recognized by the Italian Ministry
of University and Research.

✔ MULTISENSORY EXPERIENCE MANAGER

✔ MARKETING / COMMUNICATION MANAGER

✔ DIGITAL PR & PRESS OFFICE

✔ RETAIL EXPERIENCE MANAGER

WHY FIRENZE?

Studying in Florence means being immersed in a unique environment where **history, craftsmanship, and contemporary creativity converge**. Thanks to its long-standing tradition in art, perfumery, and luxury production, the city offers students direct inspiration and a deep cultural understanding of aesthetics and beauty. At the same time, studying here allows students to experience **a more intimate and artisanal approach to the industry**, gaining insight into materials, processes, and heritage-driven innovation, which are essential elements for building a distinctive and authentic perspective in the beauty world.



KEY OUTCOMES

- **Industry Project**
Students carry a research on the assigned brand and propose strategic solutions based on a real brief shared by the Company.
- **Marketing Plan**
Students develop a strategic marketing plan for a beauty brand, including market analysis, target profiling and competitive mapping.
- **Communication Plan**
Students design a full communication strategy across all communication channels including creative assets and KPIs.
- **Concept Development Project**
Students design an original beauty product concept— fragrance, skincare or make-up—supported by trend insights, consumer profiling, olfactory or formulation rationale, packaging direction, naming and a coherent brand narrative. The project trains students to translate market signals and aesthetic codes into a fully articulated beauty proposition ready for marketing, communication and industry evaluation.
- **Magazine Project**
Students produce a beauty editorial magazine, developing concept, layout, graphic design and written content. The project integrates trend analysis, visual communication and art direction, resulting in a cohesive publication that reflects contemporary beauty narratives and industry standards.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

Some high-value collaborations include:

OFFICINA PROFUMO-FARMACEUTICA SANTA MARIA NOVELLA

EXPERIENTIAL MARKETING CAMPAIGN AND INNOVATIVE STRATEGIES DEVELOPMENT FOR THE HISTORICAL STORE OF FLORENCE.

MAGNA PARS L'HOTEL À PARFUM

MARKETING AND COMMUNICATION STRATEGIES TO ENHANCE THE EXCLUSIVE MULTISENSORY EXPERIENCE AND THE PERSONALIZED CUSTOMER JOURNEY.

ACQUA FLOR

CREATE A PHYGITAL EXPERIENCE BASED OF STORYTELLING AND DIGITAL ART TO ENHANCE THE RETAIL AND THE MULTISENSORY BRANDING STRATEGY.



SUBJECT	DESCRIPTION	ECTS
BRAND COMMUNICATION	Exploration of strategies to build and communicate a strong and consistent brand identity across different channels.	4
RESEARCH TRENDS	Analysis of emerging trends and innovative directions within design, fashion, and creative industries.	6
INTERIOR DESIGN	Introduction to spatial design principles, focusing on aesthetics, functionality, and user experience.	4
SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	Study of fashion as a cultural and social phenomenon, examining human behaviour, identity, and consumption.	4
ECONOMICS AND BUSINESS MANAGEMENT	Overview of economic principles and business practices relevant to managing and growing creative enterprises.	12
TECHNOLOGICAL INNOVATION	Exploration of new technologies and their impact on design, production, and creative processes.	4
PRODUCT DESIGN	Development of design concepts into functional products, focusing on creativity, usability, and production processes.	6
MULTIMEDIA DESIGN	It develops visual identity and brand storytelling skills through graphic design tools, layout development, virtual production and creative assets used for beauty magazines, campaigns and digital content.	4
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6

FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.